**MASS MEDIA Revision Checklist**

Complete this traffic light revision checklist. Tick or colour in how confident you feel about each topic on **AUDIENCE EFFECT** Then note down what specific areas you need to revise, this could be key terms/ideas.

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| **TOPIC** |  |  |  | **WHAT I NEED TO FOCUS ON** |
| IDENTIFY social patterns in listening, viewing and reading |  |  |  |  |
| EXPLAIN with examples the difference in active and passive audience |  |  |  |  |
| DEFINE desensitisation |  |  |  |  |
| ASSESS 5 different theories into the effects of media violence |  |  |  |  |
| EXPLAIN with studies hypodermic syringe model |  |  |  |  |
| EXPLAIN with studies 2 step flow model |  |  |  |  |
| EXPLAIN with studies uses and gratifications model |  |  |  |  |
| EXPLAIN with studies cultural effects model |  |  |  |  |
| EXPLAIN with studies structured interpretivist model |  |  |  |  |
| COMPARE and CONTRAST models in terms of their value in explaining the effects of MM |  |  |  |  |
| ASSESS the impact of the MM on different aspects of human behaviour |  |  |  |  |
| OUTLINE the positive and negative effects of Media violence on children |  |  |  |  |
| DESCRIBE the principles of social learning theory in how children are motivated to imitate media violence |  |  |  |  |
| EVALUATE research evidence into the influences of media violence |  |  |  |  |
| DESCRIBE and EVALUATE St Helena Study |  |  |  |  |
| DESCRIBE and EVALUATE Bandura’s study |  |  |  |  |
| CONSIDER the problems of researching the effects of the MM on audiences (Martinez) |  |  |  |  |